



# LEAD MAGNET BUILDER

Your Lead Magnet is any value-added piece of content or offer you provide to your prospects in exchange for their contact details.

## Lead Magnet Types

There are literally dozens of types of Lead Magnets. Here are some of the more popular and effective types of Lead Magnet:

- ☐ ebook
- ☐ Report/Guide
- ☐ Checklist
- ☐ Free Trial
- ☐ Challenge
- ☐ Video Course
- ☐ Physical Product
- ☐ Quiz / Diagnostic
- ☐ Tool
- ☐ Webinar
- ☐ Free Online Training
- ☐ Live Event
- ☐ Other

**There are many other Lead Magnet options, such as directories, white papers, free membership, audio programs, free consultations and more.**



# Creating/Optimising Your Lead Magnet

Use this Lead Magnet Builder to help you map out and create your new Lead Magnet or optimise an existing Lead Magnet.

## 1. My Goal For This Lead Magnet Is

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## 2. What Mountain Is This Lead Magnet On?

**What is my ULTIMATE Desired Conversion Activity for people who optin for this Lead Magnet? (ie WHAT is at the TOP of my Marketing Mountain for this Lead Magnet?)**

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**What is my NEXT Desired Conversion Activity for people who optin for this Lead Magnet? (ie What is your Step 2 Call To Action?)**

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**Who is my Ideal Client Avatar for this Lead Magnet?**

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**Who are my secondary Client Avatars (if any) for this Lead Magnet?**

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**Who do I specifically NOT want to attract to this Lead Magnet?**

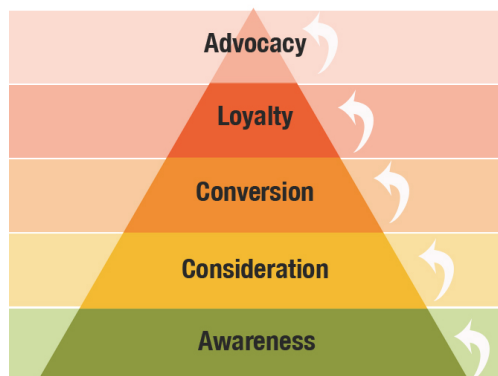
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**At what stage in the Buyer Journey will my Avatar be when they optin for this Lead Magnet?**



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# Problem / Solution Dance

You want to alternatively solve one problem and then highlight the NEW problem to move people from the bottom of your Marketing Mountain to the Top.

**Problem my Lead Magnet solves:**

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**NEW Problem my Lead Magnet “creates”:**

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**How my Step 2 solves that problem:**

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**NEW Problem my Step 2 “creates”:**

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**How my NEXT step solves that problem:**

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**NEW Problem my Next step “creates”:**

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**How my NEXT step solves that problem:**

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**NEW Problem my Next step "creates":**

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**How my NEXT step solves that problem:**

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# Map Out Your Mountain

Showing the Problem / Solution Dance, map out your Marketing Mountain

(Clue: you need to understand the specific steps in the journey BEFORE you invest too much time creating your Lead Magnet!)

# Dig Deeper Into Your Lead Magnet

Now you know the Problem / Solution Dance, dig deeper into the transformation your Lead Magnet will provide and empathise with your Ideal Client.

## The Transformation



| SHOW how to SOLVE the<br><b>BIG PROBLEM</b>   | HELP overcome the<br><b>BIG OBJECTION</b>   | SPEAK to the<br><b>BIG WANT</b>  |
|---|---|--|
| <i>What is the <b>Pain Point</b> for your customer that you are seeking to solve? What does life look like right now (in detail) and what is the ripple effect of this big problem in many areas of your customer's life?</i> | <i>What are the reasons someone might have for not believing they can solve their big problem? What are the reasons they may not be able to believe getting their big want is possible?</i> | <i>What is the outcome people want? What does life look like on a day to basis when they have achieved this outcome?</i> |
| <i>Literal</i>  | <i>Literal</i>  | <i>Literal</i>   |
| <i>Underlying</i>   | <i>Underlying</i>   | <i>Underlying</i>  |





# Lead Magnet Content

Refine the content approach and strategy for your Lead Magnet:

**What is the Core Idea or Hook for this Lead Magnet?**

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**What is my approach to the content?**

☐ Broad Process Overview (seeding depth)

☐ Deep Slice (seeding breadth)

☐ Other \_\_\_\_\_

**Notes on my approach:**

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**Marketing Success**  
MASTERMIND

### Call To Action

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